

A SERVICE-DISABLED VETERAN /ECONOMICALLY DISADVANTAGED WOMAN-OWNED / SMALL DISADVANTAGED CORPORATION

IMRI TECHNOLOGY
& ENGINEERING
SOLUTIONS



NDIA SAN DIEGO PRESENTS-

NAVY

SMALL BUSINESS
OPPORTUNITY CONFERENCE

Small Business:

Innovation, Agility, and Commitment:

The Warfighter's Advantage

August 22-24, 2011

Co-Hosted by  & 

San Diego Convention Center San Diego, California

<http://www.navygoldcoast.org>



*Delivering Comprehensive Mission Focused
Technology and Engineering Solutions
since 1992*

The Success Story: Seeing the Rainbow

Martha Daniel, President & CEO



| Report Documentation Page | | | | Form Approved OMB No. 0704-0188 | |
|--|------------------------------------|-------------------------------------|---|---|---------------------------------|
| Public reporting burden for the collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to a penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number. | | | | | |
| 1. REPORT DATE AUG 2011 | | 2. REPORT TYPE | | 3. DATES COVERED 00-00-2011 to 00-00-2011 | |
| 4. TITLE AND SUBTITLE The Success Story: Seeing the Rainbow | | | | 5a. CONTRACT NUMBER | |
| | | | | 5b. GRANT NUMBER | |
| | | | | 5c. PROGRAM ELEMENT NUMBER | |
| 6. AUTHOR(S) | | | | 5d. PROJECT NUMBER | |
| | | | | 5e. TASK NUMBER | |
| | | | | 5f. WORK UNIT NUMBER | |
| 7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) Information Management Resources, Inc. (IMRI), 85 Argonaut #200, Aliso Viejo, CA, 92656 | | | | 8. PERFORMING ORGANIZATION REPORT NUMBER | |
| 9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES) | | | | 10. SPONSOR/MONITOR'S ACRONYM(S) | |
| | | | | 11. SPONSOR/MONITOR'S REPORT NUMBER(S) | |
| 12. DISTRIBUTION/AVAILABILITY STATEMENT Approved for public release; distribution unlimited | | | | | |
| 13. SUPPLEMENTARY NOTES Presented at the 2011 Navy Gold Coast Small Business Conference, 22-24 Aug, San Diego, CA. | | | | | |
| 14. ABSTRACT | | | | | |
| 15. SUBJECT TERMS | | | | | |
| 16. SECURITY CLASSIFICATION OF: | | | 17. LIMITATION OF ABSTRACT Same as Report (SAR) | 18. NUMBER OF PAGES 14 | 19a. NAME OF RESPONSIBLE PERSON |
| a. REPORT unclassified | b. ABSTRACT unclassified | c. THIS PAGE unclassified | | | |

The way I see it, if you want the rainbow, you gotta put up with the rain. ***Dolly Parton***



If you want to see the rainbow, you must put up with the rain



SUCCESS AS DEFINED BY IMRI. . . .

MENTOR PROTÉGÉ CONTRACTS

BUSINESS DEVELOPMENT FOCUSED

POISED FOR GROWTH



MENTOR PROTÉGÉ CONTRACTS

Choose the right partner.....

- Chose a partnership that compliment your company's strategic direction
- Chose a partner that respect your company and it's management
- Chose a partner where the management is dedicated to the program
- Chose a company that is geographically near your corporate offices.

Lesson Learned:
A Mentor Protégé Relationship

It can only work if you have a good partnership.



BUSINESS DEVELOPMENT FOCUSED

Select on a few Agencies and Stay Focused

- We selected a few agencies to market our services to and completed research to establish a pipeline to target.
- Aligned our organization and business development activities accordingly.
- Develop more strategic relationships with larger primes and small businesses.
- Acquire and utilize tools that will improve the tracking and management of business development and practice development efforts.

Lesson Learned:
The Government is real big!

***Target a selected few agencies
aligned with your service offerings
– Stay Focused!***



POISED FOR GROWTH

Establish a three (3) year plan....

- Establish a business plan to include realistic expectations for growth
- Hire the necessary skills needed to achieve the next level of growth
- Utilize the skills and knowledge of your mentor for areas of growth.

- Establish a business plan to include realistic expectations for growth
- Hire the necessary skills needed to achieve the next level of growth
- Utilize the skills and knowledge of your mentor for areas of growth.

Lesson Learned:
Growth requires planning

***Take your time! It's more fun
when it is planned.***

SUCCESS BY DEFINITION OF WHOM?

Define Your
Company's
Capabilities

• What Does My
Company Really Do?

- Define your core areas of expertise
- Use past performances to describe your company - examples
- Make it simple and align your capabilities to the agency you are meeting with

SUCCESS BY DEFINITION OF WHOM?

Define Your Success

• SET REALISTIC GOALS

- Learn to do business with government
 - Budgets -FARS -Contracting Vehicles
 - Small Business Rules -Subcontracting -
 - Bidding process – **How Contracts are Awarded**
- Performance is the key to success
- Establish realistic goals – **the government moves slow**
- You must have **patience**....

SUCCESS BY DEFINITION OF WHOM?

Know Your Customer

• What Are The Rules To The Game?

- Take time to ***determine if a customer is truly a customer for your business*** –
 - Mission –
 - Forecast –
 - Websites –
 - Funding Appropriations –
 - Strategic Plans –
 - Industry Meetings –
 - Small Business POC
- Don't just meet to meet - **Have An Agenda**

Six Steps to a Good Golf Swing if Practiced will the *RAIN*

Feet and Shoulders

- Realistically Line Up Goals To Resources

Bend at the Knees

- Line up your business development to the right customer

Back Swing

- Keep even pace. Don't over sell, over price, over commit, or underpay your employees

Down Swing

- Follow the same path ; create and document repeatable processes

Contact

- Visit your customers, employees, join associations, attend seminars, network

Follow Through

- Say what you mean and do what you say. If you "snooze" you will "loose."

....and You Will See the **Rainbow**



Since 1992, IMRI has successfully delivered over \$93 million in Federal and Commercial contracts.



**A SERVICE-DISABLED VETERAN / ECONOMICALLY
DISADVANTAGED WOMAN-OWNED / SMALL
DISADVANTAGED CORPORATION**

Hero Award - Army Corp of Engineers

Outstanding Support - Eclipse Project

Outstanding Leadership – Army HPCC

Star Performer Award – EDS ENCORE

Outstanding Performance - DISA DECC

*Small Business Administration
- U.S. Small Business of the Year*

*Semi-Finalist - Ernst & Young
Entrepreneur of the Year*

*Hall of Fame - National Assoc. of
Women Business Owners*

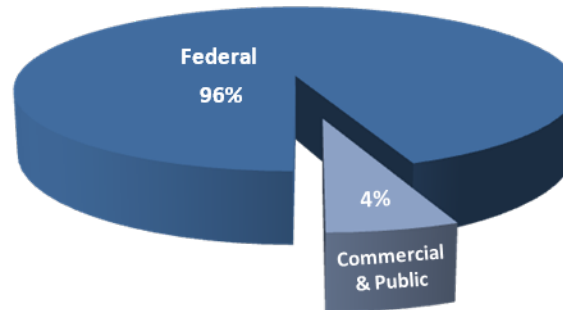
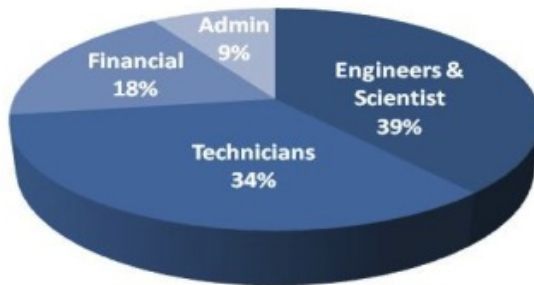
IMRI AT A GLANCE

Technology and Engineering Integration

"Innovative Technology, Design, Integration, & Development"

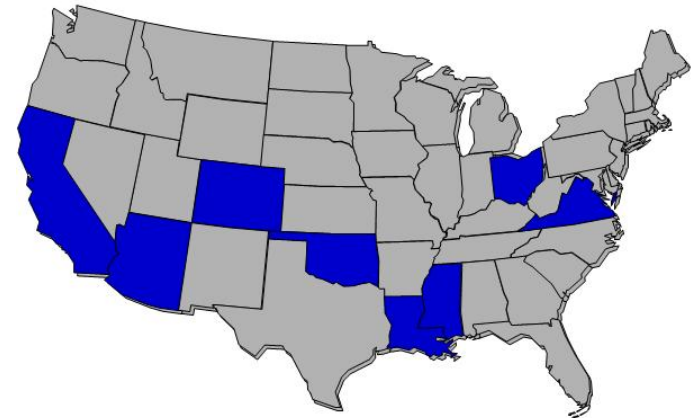
FY 2009-FY 2010

IMRI Staff Distribution



Successfully delivered over \$92 million in federal and commercial technology services

- Over 19 years experience
- DCAA audited and approved accounting system
- ISO 9001 / AS9100 Certified Quality Management System
- Facility Clearance and procedures IAW National Industrial Security Program Operating Manual (NISPOM)
 - 42% of staff -Top Secret
 - 27% w/ Special Access
 - 18% of staff - Secret



Certified Service Disabled Veteran, Small Disadvantaged, Minority, and Woman-Owned Business

PARTIAL CLIENT LISTING

FEDERAL AGENCIES

- Army Corp of Engineers
- Army Test & Evaluation Command (ATEC)
- Air Force Logistics
- Defense Finance and Accounting Service (DFAS)
- Department of Homeland Security
- Defense Information Systems Agency (DISA)
- Defense Logistics Agency (DLA)
- Department of Interior
- Navy Meteorology & Oceanography
- NASA
- Veterans Affairs

LARGE BUSINESSES & INTEGRATORS

Aerospace & Defense

- Boeing
- Booz Allen Hamilton
- Unisys
- Electronic Data Systems
- Lockheed Martin
- Northrop Grumman
- Intergraph

Computing / Telecommunications

- IBM
- AT&T
- Toshiba

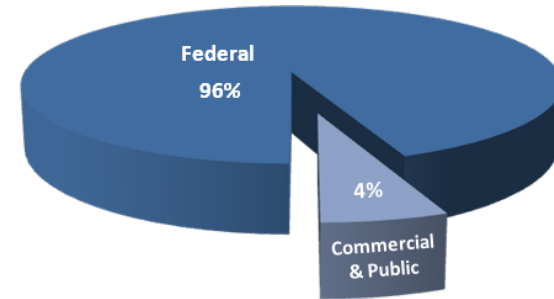
Energy

- Pacific Gas & Electric
- Atlantic Richfield Company (ARCO)

Other

- Bank of America
- International Paper

FY 2009-FY 2010



PUBLIC SECTOR

- State of California
- L.A. Department of Water & Power
- Los Angeles Airport
- Southern California Edison
- Metropolitan Water District
- City of Chicago
- City of Los Angeles
- City of Memphis

Our Focus and Capabilities

Areas of Emphasis

TECHNOLOGY



- Program Management
- Enterprise Technology
- IT Service Management

CYBER SECURITY



- Information Assurance
- Vulnerability Management
- Secure Architecture Design

ENGINEERING



- Communications
- Unmanned Systems
- Power & SCADA

Services & Capabilities

- Program Management – Acquisitions & Operations
- Systems Development, Integration, & Sustainment
- Information Assurance
- Process Management
- Telecommunications Infrastructure
- Training

- Systems Engineering
- Software Engineering
- Design Engineering
- Research & Development
- Test & Evaluation
- Modeling & Simulation